

Abstract

Title:

Marketing research of quality and satisfaction services in Fitlady Ricany studio

Objectives:

The goal of my work is determination of quality and customer satisfaction with offered services in studio Fitlady Ricany by method of questionnaire investigation.

In the final section I propose the recommendations for this studio which are based on theoretical knowledge and research results.

Methods:

The method of written questionnaire is selected for marketing research. The selection is consisted of women from studio Fitlady who were selected by simple random selection.

Results:

The final information is organized in tables, graphs and cross classification in result section.

Key words:

Marketing, marketing research, services, questionnaire, fitness studio.